

# **India Vision Care Market By Product Type (Eyeglasses, Contact Lens, Intraocular Lens, Others), By Coating (Anti-Glare, Anti reflecting, Others), By Lens Material (Normal Glass, Polycarbonate, Trivex, Others), By Distribution Channel (Retail Stores, E-Commerce, Clinics, Hospitals), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

India Vision Care Market was valued at USD 1.02 Billion in 2024 and is anticipated to project impressive growth in the forecast period with a CAGR of 7.85% through 2030. In the fiscal year 2022-2023, the Indian government achieved a record of over 83.4 lakh cataract surgeries successfully conducted. The eye, a remarkable organ, is an integral part of the human body that enables us to experience the world through vision and process intricate visual details. Eye care encompasses a wide range of practices and treatments aimed at maintaining optimal eye health and addressing various vision issues. From vision correction options like contact lenses, eyeglasses, and sunglasses to surgical procedures such as LASIK, there are diverse solutions available to cater to individual needs.

Vision care is a comprehensive approach that encompasses multiple facets, including education, regular health maintenance, and personalized care plans. By implementing a well-rounded eye health strategy, individuals can strive to attain and maintain the highest possible level of vision. Regular eye care not only ensures healthy and functional eyes but also contributes to overall well-being. LASIK surgery, a cutting-edge innovation in eye care, offers individuals the opportunity to correct vision problems and potentially eliminate the need for corrective lenses. This advanced procedure, known as laser-assisted in situ keratomileusis, has revolutionized the field of vision correction.

It's important to note that while vision care and corrective measures are crucial for many, not everyone requires such interventions. Each person's vision needs are unique, and professional guidance is essential in determining the most appropriate course of action for optimal eye health. Eye care is a multifaceted discipline that encompasses various approaches and treatments to maintain healthy and functional eyes. From vision correction options to surgical procedures, the field of eye care continually advances, offering individuals the opportunity to enhance their visual experience and overall quality of life.

## Key Market Drivers

### Easy Access To Healthcare Services

The continuous improvement in healthcare services in the vision care market is playing a significant role in driving market growth. In March 2024, Maxivision Super Specialty Eye Hospitals inaugurated its fifth facility in Tamil Nadu, marking the 46th hospital in its nationwide network. The eye care provider aims to establish 100 hospitals by 2025. Maxivision entered into a memorandum of understanding with the Government of Tamil Nadu to establish eye care facilities in Perambalur, Thanjavur, Tiruchirappalli, and Salem as part of its 'Project Velicham' initiative. Notably, governments and healthcare organizations are taking proactive measures to enhance access to vision care services. This includes establishing vision care clinics in remote and underserved areas, conducting eye health awareness campaigns, and integrating eye care services into primary healthcare systems. These initiatives are greatly contributing to the growth of the market.

Also, the integration of telemedicine and online consultation platforms has revolutionized access to professional advice from ophthalmologists and optometrists. This technological advancement eliminates the need for physical appointments, benefiting individuals facing geographical barriers or mobility challenges. The digital transformation in healthcare is proving to be a major growth-inducing factor.

Moreover, collaborations between non-governmental organizations (NGOs), private healthcare providers, and international agencies are driving the development of community-based eye care programs. These programs focus on early detection and treatment of common vision problems, aiming to prevent avoidable vision impairments. This concerted effort towards preventive care is propelling the growth of the market. The vision care market is witnessing significant growth due to the combined effect of

improving healthcare services, government initiatives, technological advancements, and collaborative efforts focused on community-based eye care programs.

### Growing Awareness for Importance of Eye Health

The rising awareness campaigns focused on eye health have significantly compelled individuals to prioritize their visual well-being. These campaigns serve a crucial role in educating people about the importance of regular eye check-ups, early detection of eye conditions, and adopting healthy practices to maintain optimal eye health.

Moreover, these awareness campaigns have successfully reached a wide range of audiences through various channels, including social media, traditional media outlets, community events, and educational programs, contributing substantially to the market growth. By providing comprehensive information about common eye conditions such as myopia, astigmatism, and age-related macular degeneration, these campaigns aim to raise awareness about potential risks associated with prolonged screen time and inadequate protective measures, further augmenting the market growth.

As a result of these campaigns, individuals are now more inclined to schedule regular eye examinations. Early detection of eye conditions allows for timely interventions, minimizing the risk of vision loss and preserving visual acuity. This aspect represents another major growth-inducing factor in the market.

Also, these campaigns place significant emphasis on the importance of ultraviolet (UV) protection for the eyes. By fostering the use of sunglasses and other protective eyewear, they aim to educate individuals about the potential harm caused by prolonged exposure to UV rays and promote preventive measures. The ongoing eye health awareness campaigns play a vital role in educating individuals, raising awareness about common eye conditions, and encouraging proactive measures to maintain optimal eye health. The comprehensive information provided through these campaigns serves to empower individuals to prioritize their visual well-being and take necessary steps to protect their eyes.

### Rising Technological Advancements

The market is currently experiencing a rapid influx of technological advancements that are revolutionizing the field of eye care. These innovations encompass various aspects of vision correction, including eyeglass frames, contact lenses, lens materials, and more. These advancements not only contribute to enhanced visual experiences but also

have a profound impact on improving eye health. One notable aspect of these advancements is the development of advanced materials that offer greater comfort, breathability, and longer wear times. For instance, the introduction of silicon hydrogel lenses has significantly increased oxygen permeability, reducing the risk of eye dryness and irritation. Such advancements are crucial in ensuring optimal eye health for individuals who rely on contact lenses for their vision correction needs.

Moreover, the integration of smart technologies into contact lenses holds tremendous potential in the field of eye care. These smart lenses have the capability to monitor intraocular pressure in real-time, providing valuable data for individuals with conditions like glaucoma. This integration not only enhances the management of such conditions but also contributes to the overall growth of the eye care market.

In addition to contact lenses, eyeglass frames are also undergoing remarkable advancements. Manufacturers are combining style with functionality by utilizing lightweight and durable materials such as titanium and memory metals. These materials offer both comfort and longevity, providing users with eyeglasses that are not only fashionable but also built to withstand the demands of daily use.

Also, the emergence of three-dimensional (3D) printing technology has opened up new possibilities in the eyeglass frame industry. This technology allows for the creation of customizable frames tailored to individual preferences and facial structures. The ability to create personalized frames not only enhances the overall fit and comfort but also creates a positive market outlook by catering to the unique needs of consumers. The rapid advancements in eye care technology are transforming the market in profound ways. From vision correction to eye health monitoring, these innovations are paving the way for a future where individuals can enjoy improved visual experiences and enhanced eye health.

### Increases in Eye Disorders

The increases in eye disorders in India have undeniably led to a surge in the demand for vision care services and products. Several factors contribute to this growing demand, highlighting the pressing need for improved eye health services across the country. India's population is aging, with a significant portion of its citizens entering their senior years. The current elderly population of India, aged 60 and above, stands at 153 million and is projected to surge to 347 million by 2050. With age often comes an increased risk of eye-related conditions such as cataracts, glaucoma (In India, the prevalence of glaucoma stands at 11.9 million, with 8.9 million affected by blindness.

Glaucoma accounts for 12.8% of total blindness cases in the country) and age-related macular degeneration. This demographic shift has fueled the demand for vision care, including regular eye check-ups, prescription glasses, and surgical interventions.

The prevalence of lifestyle-related eye problems is on the rise. Factors like increased screen time due to digitalization, unhealthy diets, and sedentary lifestyles contribute to conditions like computer vision syndrome, myopia, and dry eye syndrome. As a result, more people are seeking vision care services and eyewear solutions to address these modern-day challenges.

Inadequate access to eye care services in rural areas has led to a backlog of untreated eye disorders. Initiatives by the government, NGOs, and private organizations to expand eye care infrastructure and outreach programs have helped address this issue. However, the growing awareness of the importance of regular eye examinations has led to increased demand, especially in previously underserved regions.

## Key Market Challenges

### Shortage of Skilled Professionals

In India, the pressing issue of inadequate numbers of well-trained optometrists and ophthalmologists has significant implications for the accessibility and delivery of high-quality eye care services to the population. The scarcity of skilled professionals in this field not only poses challenges in addressing eye health needs effectively but also hampers the overall vision care outcomes for individuals across the country, potentially leading to a higher prevalence of untreated eye conditions and a greater burden on the healthcare system.

To address this challenge, increased investment in training programs is essential. By expanding educational opportunities and resources for aspiring optometrists and ophthalmologists, we can nurture a new generation of skilled professionals who are equipped to meet the growing demand for eye care services. Additionally, proactive recruitment strategies can help attract and retain talent in this field, ensuring a sustainable workforce and improved accessibility to eye care services.

Also, the establishment of comprehensive eye care infrastructure is crucial. This includes the development of well-equipped eye care centers, clinics, and hospitals across the country, particularly in underserved areas. By creating a robust network of eye care facilities, we can bridge the gap between the demand and supply of eye care

services, ensuring that individuals receive the care they need conveniently and efficiently.

By addressing these challenges head-on, we can improve the overall eye health outcomes for the population. Timely and appropriate vision care services can prevent vision loss, enhance quality of life, and contribute to the overall well-being of individuals and communities. It is imperative that we prioritize and invest in the training of eye care professionals, the development of comprehensive eye care infrastructure, and the implementation of policies that support accessibility and quality in eye care services. Together, we can make a positive impact and ensure that every individual receives the vision care they deserve.

### Inadequate Infrastructure

The vision care sector is confronted with significant challenges arising from inadequate infrastructure. One of the major shortcomings is the lack of advanced diagnostic and treatment facilities, particularly in remote rural areas where access to quality eye care is severely limited. This glaring disparity in healthcare resources creates formidable barriers for individuals in need of vision care services, impeding their ability to receive timely and effective treatments. Consequently, there is a pressing need to address these infrastructure gaps to ensure that every individual, regardless of their geographical location, has equitable access to the comprehensive eye care they rightfully deserve. By bridging these gaps, we can strive towards a future where no one is deprived of the essential vision care they require for a healthy and fulfilling life.

### Key Market Trends

#### Extended Screen Time with Growing Trend of Digitization

The extended screen time associated with the growing trend of digitization in India is undeniably contributing to an increased demand for vision care services and products. This shift towards a more digital-centric lifestyle has given rise to several factors that are impacting the eye health of individuals across the nation. The proliferation of smartphones, computers, and other digital devices has led to a significant increase in the amount of time people spend staring at screens. Prolonged exposure to screens can result in symptoms of digital eye strain, commonly known as computer vision syndrome, including eye fatigue, dryness, blurred vision, and headaches. As a consequence, more individuals are seeking vision care to address these discomforts and alleviate the strain on their eyes.



The rise of online learning and remote work, accelerated by the COVID-19 pandemic, has further exacerbated screen time. With students attending virtual classes and professionals spending extended hours on video calls and computer tasks, there is a growing realization of the importance of regular eye check-ups and corrective eyewear to counter the impact of excessive screen usage.

The prevalence of myopia, or nearsightedness, has been on the rise, especially among children and young adults, and it is believed to be linked to increased screen time and reduced outdoor activities. This has led to a surge in demand for vision care services, including eye examinations, prescription eyeglasses, and contact lenses.

In response to these trends, optometrists, ophthalmologists, and optical retailers have witnessed an uptick in patient visits and eyewear sales. Vision care professionals are also emphasizing the importance of practicing good digital eye hygiene to mitigate the negative effects of prolonged screen exposure.

### Rising Aging Population

The rising aging population in India is significantly increasing the demand for vision care services and products. Several key factors contribute to this growing demand, highlighting the critical need for improved eye health care for seniors in the country. As India's population ages, there is a natural increase in the prevalence of age-related eye conditions, such as cataracts, glaucoma, and age-related macular degeneration. These conditions often lead to visual impairment or blindness if left untreated. Consequently, an aging population places a substantial burden on the healthcare system, driving up the demand for vision care services, including regular eye check-ups and surgical interventions.

Elderly individuals frequently require prescription eyeglasses or contact lenses to address common age-related vision problems such as presbyopia (difficulty focusing on close objects) and age-related changes in refractive error. This has led to a surge in demand for corrective eyewear, as seniors seek solutions to maintain their quality of life and independence.

The aging demographic also faces an increased risk of systemic health issues like diabetes and hypertension, which can have a significant impact on eye health. Diabetic retinopathy and hypertensive retinopathy are conditions that can lead to vision loss if not managed effectively, further highlighting the need for comprehensive vision care

services for older individuals. Elderly people often suffer from conditions like dry eye syndrome, which can cause discomfort and affect their overall eye health. This has driven up the demand for treatments and products that alleviate these symptoms.

## Segmental Insights

### Product Type Insights

Based on the product type, eyeglasses are dominating the India Vision Care market due to several factors. The rising prevalence of vision impairments and eye disorders, coupled with increased awareness about eye health, has led to a surge in demand for corrective eyewear. This trend is further fuelled by the growing digitalization and screen time, which has resulted in more individuals experiencing vision problems. The diverse and cost-effective range of eyeglass designs available caters to consumers of different economic backgrounds and preferences, ensuring that everyone can find a suitable and affordable option. Additionally, the advancements in lens technology, such as anti-glare coatings and blue light filters, have made eyeglasses more appealing and beneficial for individuals in their daily lives. The culture of wearing eyeglasses as a fashion accessory or style statement has also contributed significantly to their popularity, with many people embracing the opportunity to express their personality and enhance their overall look through stylish frames. All these factors combined have made eyeglasses the go-to choice for vision correction and fashion in India.

### Distribution Channel Insights

Based on distribution channel, the retail stores segment continues to dominate the market in terms of market share, primarily due to the wide availability of vision care products offered through various retail outlets. This dominance is further fueled by the growing consumer inclination towards e-commerce websites, which has significantly contributed to the overall market growth of the Vision Care Market. With the convenience of online shopping and the increasing range of products available, consumers now have more options than ever to access and purchase vision care products that cater to their specific needs. This trend has not only expanded the reach of the market but also opened up new opportunities for both established players and emerging brands to tap into the growing demand and offer innovative solutions in the vision care industry. As a result, the market is witnessing a surge in competition, with companies striving to differentiate themselves by providing unique products, personalized customer experiences, and convenient delivery options, thus further fueling the growth of the Vision Care Market.



## Regional Insights

The Western region of India is currently dominating the country's Vision Care market. This can be attributed to several factors. Firstly, the region has experienced a significant increase in population, leading to a larger consumer base for vision care products and services. Additionally, the rise in disposable income among residents has contributed to the growing demand for quality eye care. Also, there is a growing awareness regarding the importance of eye health in the region, leading to an increased willingness to invest in vision care. Lastly, the Western region benefits from a well-established healthcare infrastructure, providing accessibility and quality services to meet the needs of the population. Collectively, these factors have solidified the region's dominance in the Vision Care market.

## Key Market Players

Bausch and Lomb India Pvt Ltd.

Alcon Laboratories Pvt Ltd

Hoya Lens India Pvt Ltd

Johnson & Johnson

Luxottica India Eyewear Pvt Ltd

Novartis India Ltd.

Carl Zeiss India Pvt Ltd.

Rodenstock GmbH

## Report Scope:

In this report, the India Vision Care Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

?????????India Vision Care Market, By Product Type:

*India Vision Care Market By Product Type (Eyeglasses, Contact Lens, Intraocular Lens, Others), By Coating (Ant...*

Eyeglasses

Contact Lens

Intraocular Lens

Others

?????????India Vision Care Market, By Coating:

Anti-Glare

Anti reflecting

Others

?????????India Vision Care Market, By Lens Material:

Normal Glass

Polycarbonate

Trivex

Others

?????????India Vision Care Market, By Distribution Channel:

Retail Stores

E-Commerce

Clinics

Hospitals

?????????India Vision Care Market, By Region:

North

South

West

East

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the India Vision Care Market.

### Available Customizations:

India Vision Care Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### Company Information

Detailed analysis and profiling of additional market players (up to five).

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